

NS Marathon Committee Meeting

April 14th, 2022

6:30pm, Multi Purpose Room

MINUTES

Attendance: Joel d'Entremont, Rick Allwright, Candice Phibbs, Talent Wilson, Gerylin Crowell, Sasha Crowell. Colin Wickens

Regrets: Chris Frotten, Andrea Mood Nickerson, Shaun Hatfield, Eddie Nickerson, Misty James, Jody Crook, Melanie d'Entremont, Scott Symmonds, Amanda Nippard, Brandi Nickerson, Suzy Atwood

1. Call to Order: Meeting began 6:30pm
2. Additions to the Agenda: No additions to the agenda
3. Approval of the Agenda: Approved
4. Approval of the Minutes: Approved
5. Committee Reports:

I. Race Administration: As of April 14th there was 268 people registered. Last year during April we were at 327, and the year before that (2019 race) we were at 87 participants. It seems that there will be many participants at this years race once again.

II. Fundraising/Sponsorship: No updates

- III. Swag/Giveaways: Misty will send what she has up to date to the committee and then she will get the go ahead before ordering the shirts to ensure she has the correct logos as needed. Misty has compiled the current shirt sizes and will order the same percentages of each to meet the number of shirts that the committee decides. The same decisions will be made for medals too. For giveaways: there will be an easter and mothers day giveaway- One of the giveaways will be for everybody registered, and if they win they will get their registration waived. The other one will be for people who did not register and will get a discount for registration and municipal swag.
- IV. Marketing: There is a promo code for 10% off for the race Run our Shore. We reached out to the Bluenose Marathon about promoting our race through them but no response yet. Candice sent three emails to our email list. On average, 700 people opened the emails. In May, there will be more emails to registered participants about race day information.

V. Finance: No updates

6. Registration information/webpage: No updates
7. Other: Wade Cleveland will announce the finish line this year. His fee will be \$100 total including mileage. Ken Chetwynd will provide photography services. We will reach out to Nicole Hopkins on doing catering. The committee agreed that next meeting will be important as we will need to focus on volunteer recruitment, more planning logistics such as award ceremony, etc. Candice and Rick will attend the next meeting in-person. We will also do some cross promoting with the Starlink race.
8. Adjournment: 7:11pm
9. Next meeting date: May 11th 2022, in the Multi-purpose Room

Full Marathon	66
Half Marathon	81
10km	61
6km	35
Virtual run-all distances	25
TOTAL	268